

SHERWIN WILLIAMS



# FLOOR ENAMEL

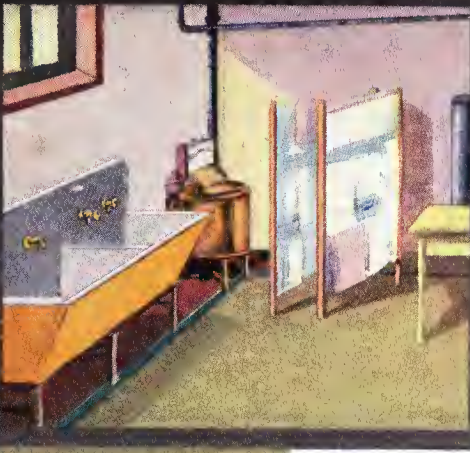


*Floor Finish Produced with  
Floor Enamel Marked off  
in Square Pattern*

RAPID DRYING

**FLOOR ENAMEL**

CONVENIENT — ATTRACTIVE  
DURABLE



#### **LAUNDRY**

Sherwin-Williams Floor Enamel  
Dust Color with Green stripe and  
Mahogany Dark border.

#### **BATH ROOM**

Sherwin-Williams Floor Enamel  
Mahogany Dark.  
Sherwin-Williams Semi - Lustre  
Pale Green walls.



Basement floors done in Sherwin-Williams Floor Enamel are cheery and so easy to keep clean that there is no trouble with dirt tracked onto rugs upstairs. Make your basement an enjoyable place for the kiddies to play in—for daddy to work in—and for the family laundry work.



#### **BEDROOM**

*Floor* — Sherwin - Williams  
Floor Enamel Light Tan.  
No. 488.

*Walls* — Sherwin-Williams  
Semi-Lustre Pale Green.

*Woodwork* Sherwin-Williams  
Enameloid Milan Green.



### RESTAURANT

Sherwin - Williams Floor Enamel  
Tile Red with Green stripe and  
Light Tan border.

### CORRIDOR

Dado — Sherwin - Williams Floor  
Enamel Mixture Green.

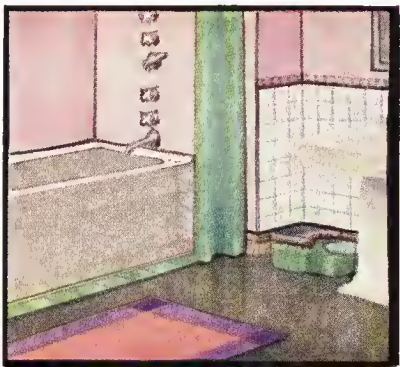
Floor — Sherwin - Williams Floor Enamel Gray Stone.  
Woodwork — Sherwin - Williams Floor Enamel Walnut Brown.

People like to patronize stores, restaurants and salesrooms where the floors are clean and attractive. Women like to walk on enameled floors. They satisfy their natural desire for cleanliness and a finish that is germ-proof, handsome and really durable. Many public buildings find Sherwin - Williams Floor Enamel indispensable for service corridors, stair wells, etc.

### BATH ROOM

Sherwin - Williams Floor  
Enamel Gray Stone.

Sherwin - Williams Semi-  
Lustre Light Pink walls.





## **DIRECTIONS FOR USING SHERWIN-WILLIAMS FLOOR ENAMEL**

The surface must be thoroughly dry and free from loose paint, grease and dirt. Brush the paint out thoroughly into thin even coats, working the paint well into the surface. Be sure each coat is perfectly dry and hard before applying the next coat.

### **New Wood Floors:**

For the first coat add one pint S-W Exolvent or turpentine to the gallon of enamel. The second and third coat should be applied just as the material comes from the package.

### **Previously Painted Wood Floors:**

Touch up all bare spots as directed for "New Floors." Sandpaper well when dry and follow with one or two coats without thinning.

If there are cracks or spaces between boards, fill these with Sherwin-Williams Crack and Seam Filler AFTER the first coat of Floor Enamel has been applied.

### **Linoleum:**

Wipe linoleum with benzine to remove grease and turpentine to remove wax. Apply Sherwin-Williams Floor Enamel as directed for New Wood.

Linoleum that is badly cracked or chipped off, does not present a satisfactory surface for enamel.

### **NEW CONCRETE FLOORS: [Caution]**

Painting a cold concrete floor or painting in a cold, wet room is not to be recommended because it retards the drying of the enamel.

Cement floors laid directly on the ground *without adequate drainage*, seldom present a good surface for painting, because moisture will cause the paint to peel, or so destroy the life of the film as to cause it to remain in a sticky condition.

The surface must also be neutral or free from alkali as an alkaline surface will prevent the proper drying of the paint film. To test for alkalinity, wet various spots on the floor with water and place a piece of red litmus paper on each spot. Allow to stand for a few minutes and if litmus turns blue it is an indication that there is alkali present. In such cases the alkali should be neutralized by applying a wash to the floor made up of 3 pounds Zinc Sulfate to the gallon of water. Let dry thoroughly (at least 3 days) after which brush the surface thoroughly to remove any remaining crystals.

Reduce the first coat of Sherwin-Williams Floor Enamel with one half pint of S-W Exolvent or turpentine and one-half pint pure raw linseed oil to the gallon of enamel. To the second coat add one-half pint S-W Exolvent or turpentine. The third coat should be applied without thinning.

On extremely porous surfaces thin first coat with one pint of S-W Exolvent or turpentine and one and one-half pints of raw linseed oil to the gallon of enamel.

### **Previously Painted Concrete Floors:**

Touch up any bare spots as directed for new concrete. When thoroughly dry apply one or two coats without thinning.

NOTE:—If Sherwin-Williams Floor Enamel becomes too heavy for easy brushing, thin slightly with S-W Exolvent or turpentine.

# Enameled Floors are Better with Sherwin-Williams



LATELY there has been a lot of talk about All-over carpets, beautiful linoleums, and

And so you can be sure with Sherwin-Williams' Floor Enamel or patterned effects.

Furniture, rugs and their attractiveness when the floor is finished with Williams Floor Enamel.



Light Oak No. 449



Gray No. 487



Oak No. 384



Slate No. 468



Mahogany Dark No. 377



Walnut Brown No. 480

Sherwin-Williams Floor Enamel covers approximately 250 square feet per gallon, two coats.

# Beautiful and Practical Sherwin-Williams Floor Enamel

There is a growing trend towards colored floors. They are tremendously popular again and so are being used in plain colors as well as in patterns. It is quite correct in finishing your floors in colors with Floor Enamel. Use simple one-color treatments in block or border effect as desired.

Floor drapes take on added interest and attractiveness when they are done in the proper color of Sherwin-



Light Tan No. 488



Tile Red No. 454



Gray Stone No. 356



Dust Color No. 469



Green

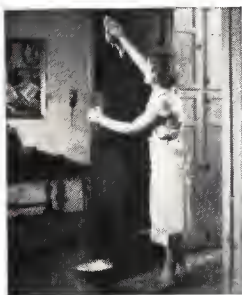
Gray No. 487 tinted with  
Chrome Green D. Oil Color



Blue

Slate No. 468 tinted with  
Prussian Blue Oil Color

## Aids to Brighter, Cleaner Homes



### SHERWIN-WILLIAMS FLAXOAP

This 100% pure linseed oil soap is ideal for all household cleaning purposes. It leaves varnished floors, woodwork and furniture clean and new in appearance. Sherwin-Williams Flaxoap is a splendid cleanser for the finest rugs or carpets.

### SHERWIN-WILLIAMS FLO-WAX

Produces a beautiful waxed finish on varnished or linoleum floors without rubbing or polishing.

Sherwin-Williams Flo-Wax represents the latest development in floor wax. Simply spread it with the applicator — it dries in 20 minutes and you use the room without any further work.



### SHERWIN-WILLIAMS BRUSHES



The Sherwin-Williams Company recognizes three features in the production of a good paint job. {1} Good painter, {2} Good Paint, {3} A good Brush.

For large jobs we recommend an S-W No. 30 or S-W No. 40 brush in the 3 ½ in. or 4 in. width. For small jobs we recommend an S-W No. 212 or No. 220 brush, the size depending upon the opening in the can.



## THE SHERWIN-WILLIAMS Co.

ADMINISTRATION OFFICES: CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES

IN PRINCIPAL CITIES

# SHERWIN WILLIAMS



## FLOOR ENAMEL



*Rapid Drying  
for Wood and Concrete Floors*





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